



DANE COUNTY
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION

RFP REVENUE PROPOSAL

Revised 02/2020

RFP NUMBER: **102061**

RFP TITLE: **AEC Advertising Concession**

RFP DEADLINE: **October 8, 2020**
2:00 p.m. (CST)

PROPOSALS
MUST BE
SUBMITTED TO: **Purchasing Bid Dropbox**
www.danepurchasing.com

Late, faxed, mailed, hand-delivered or unsigned proposals will be rejected

REVENUE PROPOSAL

**VENDOR
NAME:**

**DANE COUNTY
VENDOR #:**

Provide the proposed financial proposal for installation, execution, and revenue development aspects of the project. Be sure to include:

1. Anticipated investment of technology, equipment, displays, and other physical program elements and back-end technical equipment.
2. Anticipated annual program revenue projections for year 1, 3, and 5 of contract.
3. Anticipated rate card and terms for proposed advertising locations.